Kenora Catholic District School Board

We are a Roman Catholic school system dedicated to excellence in education, the Christian formation of youth, and meaningful partnerships with family, community and the Church.

THE KENORA CATHOLIC DISTRICT SCHOOL BOARD

Invites applications for the following **1.0 FTE Long Term Occasional** position:

COMMUNITY RELATIONS LEAD

Start Date: Negotiable

End Date: August 2021

Under the direction of the Executive Assistant to the Director the Community Relations Lead, will be responsible for leading and implementing opportunities to promote the KCDSB and all its schools. The Community Relations Lead will also implement marketing strategies, programs and projects and provide advice and support on communications to schools and departments.

RESPONSIBILITIES:

- Develops, recommends, plans, and implements marketing initiatives based on Board goals and identified objectives
- Co-ordinates and maintains school news and information gathering network, to solicit information on events and activities, programs, achievements, issues, etc. from Board departments and schools
- Writes, edits, designs, and distributes various school news publications and email updates, and upcoming events based on school needs
- Maintains the primary communication for different components on the Board and school websites
- Serves as communication consultant to other Board departments and schools; assists them in developing communication plans and campaigns for events, activities, and programs
- Develops, recommends, plans, and implements marketing and advertising initiatives to promote the Board, schools, and various programs and services to increase KCDSB visibility in the community
- Writes, edits, and designs brochures, flyers, posters, newsletters, advertisements, web pages, and other marketing and communications materials
- Acts in a liaison capacity between the schools and the media, and maintains positive relations to facilitate accurate promotion of Board views, policies, positions, philosophies, and good news stories about Catholic Education
- Writes and distributes news releases, backgrounders, and media kits to inform radio, print, and television media about school related events, activities, programs, and issues
- Participates as an active member on various internal and external committees
- Provides information on school programs, events, and activities in a manner that provides good customer service
- Receives, evaluates, and responds to internal and external requests for all fundraising proposals

QUALIFICATIONS:

- College diploma in Communications, Public Relations, Journalism, or a related field.
- Minimum of three (3) years' experience in a related field OR Equivalent combination of education and experience.
- Desktop publishing or graphic design experience required.
- Experience with Adobe Illustrator, In Design and Photoshop required.
- School board experience would be an asset.

- Requires knowledge of principles, methods, practices, and techniques associated with Journalism, Publishing and Communication fields; a working knowledge of graphic design and the production of newspaper layouts, posters, brochures, etc.
- Must possess superior writing and editing skills.
- Must have the ability to work under high pressure and to tight deadlines.
- Excellent report writing and presentation skills.
- Ability to exercise considerable independent judgment, tact, and sensitivity in dealing with internal and external contacts.
- Excellent time management skills and the ability to prioritize and successfully complete projects with conflicting deadlines and urgency.
- Ability to work in a team environment as well as independently.
- A valid driver's license and access to a vehicle.
- Ability to work flexible hours and days.

Interested candidates are invited to submit a cover letter and resume outlining qualifications and experience quoting competition number **2020-19**
no later than **Monday, March 9th, 2020 at 4:00 pm** to:

Mrs. Krista Helsel
Manager of Human Resource Services
Kenora Catholic District School Board
1292 Heenan Place
Kenora, Ontario P9N 2Y8
Phone: 807 468-9851
Fax: 807 468-8094
Email: khelsel@kcdsb.on.ca

We also accept applications via Apply to Education : http://kcdsb.simplication.com/

We thank all applicants for their interest, however, only those individuals granted an interview will be contacted. The Successful Candidate will be required to produce a current satisfactory Vulnerable Sector Check and TB Test prior to commencing in role.

Accommodations for persons with disabilities are available during the recruitment and selection process. Applicants need to make their required accommodations known in advance by contacting the Human Resources Department at 807-468-9851.

Dr. D. Haime
Director of Education

Mrs. T. Gallik
Chair